

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously presented) A network system having a first server system coupled to a first POS system having a first POS terminal device, and connected to a client PC via the Internet and to a second server system coupled to a second POS system having a second POS terminal device, the first POS terminal device having at least a display device and a printing device, said first server system comprising:

(a) means for storing an application page containing an advertising placement application form;

(b) means for sending the application page containing the application form to the client PC in response to a request from the client PC;

(c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form;

(d) means for distributing at least a part of the advertising placement information to the first POS system coupled to the first server system and to the second server system coupled to the second POS system; and

(e) control means for controlling printing advertisement specified by the advertising placement information on the first POS system coupled to the server system.

2. (Original) A network system as described in claim 1, further comprising:
 - (f) means for calculating an advertising placement fee based on the input information;
 - (g) means for storing and sending the calculated fee information to the client PC that returned the advertising placement application; and
 - (h) means for confirming fee payment.
3. (Previously presented) A network system as described in claim 1, further comprising a plurality of POS systems installed in a plurality of branches or subscriber stores of a chain store and receiving the at least part of the advertising placement information from first server via a network.
4. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one place name from among a plurality of names of places or area where the branches or subscribers exist.
5. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of one or more chain stores where an advertisement can be placed.
6. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one branch store name or subscriber store name from among a plurality of branch store names or subscriber store names where an advertisement can be placed.
7. (Original) A network system as described in claim 1, wherein the application page enables specification of one or more conditions restricting advertising placement.
8. (Original) A network system as described in claim 7, wherein the application page enables specification of an advertising period for advertising placement as one of the conditions.

9. (Original) A network system as described in claim 7, wherein the application page enables specification of a number of pages printed for advertising placement as one of the conditions.

10. (Original) A network system as described in claim 7, wherein the application page enables specification of a time period in a day for advertising placement which as one of the conditions.

11. (Original) A network system as described in claim 1, wherein the application page enables specification of a target for whom the advertising information is presented.

12. (Previously presented) A network system as described in claim 1, wherein the first POS system has at least one POS terminal with a printer for printing receipts, and advertisement specified by advertising placement information is printed on the front or back side of a receipt.

13. (Previously presented) A network system as described in claim 1, wherein the first POS system has at least one POS terminal with a customer display device and a printer for printing receipts, and advertisement specified by advertising placement information is printed on a receipt and indicated on the display device.

14. (Previously presented) A network system as described in claim 1, wherein the first POS system comprises a plurality of individual POS systems, and (d) means for distribution further comprises a central computer that integrally controls the individual POS systems.

15. (Previously presented) A network system as described in claim 1, wherein said the part of the advertising placement information is distributed to the first POS system via the Internet.

16. (Previously presented) An advertising information receiving and placement processing method for a network system, the network system having a first server coupled to a first POS system having a first POS terminal device, and connected to a client PC via the Internet and to a second server coupled to a second POS system having a second POS terminal device, the POS terminal device having at least a display device and a printing device, said processing method comprising:

- (a) sending an application page containing an advertising placement application form in response to a request from the client PC;

- (b) receiving and storing input information containing advertising placement information provided by the client PC in the first server, in accordance with the application form;

- (c) calculating an advertising fee based on the input information;

- (d) sending to the client PC a payment specification form containing the calculated fee;

- (e) confirming fee payment;

- (f) registering in the first POS system coupled to the first server the advertising placement information for which payment has been confirmed with, and sending at least a part of the advertising placement information from the first server to the second server; and

- (g) outputting advertisement as specified by the registered advertising placement information by means of the printing device.

17. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (e) includes confirming credit card validity.

18. (Previously presented) An advertising information receiving and placement processing method as described in claim 16, wherein the first POS system comprises a plurality of individual POS systems, and step (f) further comprising sending advertising

placement information in the input information to a individual POS system specified by the input information.

19. (Previously presented) An advertising information receiving and placement processing method as described in claim 16, wherein the first POS system comprises a plurality of individual POS systems, and step (f) further comprises confirming a corresponding POS system of the plurality of individual POS systems from a desired advertising area specified by the input information, and sending advertising placement information in the input information to the confirmed individual POS system.

20. (Previously presented) An advertising information receiving and placement processing method as described in claim 16, wherein the first POS system comprises a plurality of individual POS systems, and step (f) comprises distributing the advertising information by a central computer connected to the plurality of individual POS systems.

21. (Previously presented) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) further comprises sending the part of advertising placement information in the input information to said first POS system via the Internet.

22. (Previously presented) A computer-readable storage medium having computer-readable program code embodied therein for recording steps and executable on a processor, the steps comprising:

(a) sending an application page containing an advertising placement application form in response to a request from the client PC from a first server coupled to a first POS system having a printing device;

(b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form in the first server;

- (c) calculating an advertising fee based on the input information in the first server;
- (d) sending to the client PC a payment specification form containing the calculated fee from the first server;
- (e) confirming fee payment in the first server;
- (f) registering in the first POS system advertising placement information for which payment has been confirmed and sending at least part—of the advertising placement information from the first server to a second server coupled to a second POS system; and
- (g) outputting advertisement as specified by the registered advertising placement information by means of the printing device.

23. (Previously presented) A network system having a server system connecting to a client PC via the Internet and to a first POS terminal device having at least a printing device for printing a receipt or ticket, said server system comprising:

- (a) a storage unit for storing an application page containing an advertising placement application form;
- (b) an application management unit for sending the application page containing the application form to the client PC in response to a request from the client PC;
- (c) a second storage unit for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form; and
- (d) an information distribution managing unit for distributing at least a part of the advertising placement information to the first POS terminal device, and to a second server coupled to a second POS terminal;

wherein the first POS terminal device prints advertisement as specified by the advertising placement information when issuing a receipt or ticket.